

REMARKS

The Examiner has rejected Claims 1-8 as being obvious of Matsumoto. Applicant repeats the arguments that were previously made. As previously stated Matsumoto teaches internet ad space and not other ads. There is nothing the Examiner can point to to show that these are non-internet ads. Further, again, Matsumoto does not teach a second data base. Also the fact that the Examiner states that Matsumto uses an index URL imbedded in the ad only proves applicant's point that these are internet ads and not non-internet ads. There would be no reason for a URL if they were non-internet ads.

Applicant has added new Claims 9 and 10. The specific process described in 10 is not anticipated or obvious over Matsumoto. Support for these claims can be found in the specification.

Applicant now believes the application is in condition for allowance.

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Respectfully submitted,



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